



THANK YOU, VETERANS!

Kevin Babcock, General Manager/CEO

Over the course of our nation's history, men and women have served to maintain our way of life and the ideals we hold sacred. They have stood up for our rights to gather, to worship, to speak. This all starts with an oath. Many of our nation's veterans still take their oath of enlistment very seriously; they have not forgotten their pledge to defend the Constitution of the United States.

On November 11 we recognize all those citizens who have said, "I will support and defend the Constitution of the United States against all enemies,

foreign and domestic."

Many take their liberties and rights for granted. Our rights and liberties are granted to us by the Constitution, not the government or any political leader or party. It is the only fabric we have that holds this nation together.

We call our nation a melting pot. This name is so indicative of the military, regardless of the branch. Men and women from every state, city, and territory of the United States come together for a common cause. Regardless of race, color, or religion we all swore the same oath.

With each passing year, memories fade and enlistments seem to be so far

in the past. I always appreciate when I have the chance to talk to people who were stationed at the same base or in the same unit as I was. I enjoy how we can be years apart in age yet have so much in common.

Our veterans are the silent minority in this country. According to the latest U.S. Census, less than 7 percent of our population, or 18 million, have served.

To all our veterans and their families, I want to say thank you. Thank you for your courage and dedication to our great nation. To the Gold Star families, thank you for your sacrifice, forever waiting for your loved ones to come home.



JACKSON ELECTRIC COOPERATIVE

Your Touchstone Energy® Cooperative



FREEDOM HONOR FLIGHT

Honoring those who fought for our freedom

"My heart is near and dear to the military. It was an honor to be there in Washington, D.C., with the veterans," shares Barb Simonis of her experience as a volunteer on the Freedom Honor Flight. "It was rewarding to see how well everybody related to each other and shared their stories."

Freedom Honor Flight is a La Crosse-based organization serving western Wisconsin, southeast Minnesota, and northeast Iowa. Founded in April 2008, Freedom Honor Flight was the first Wisconsin hub in the National Honor Flight Network. "Our goal is simple," reads the solely volunteer and donation-based organization's website: "to fly our veterans to Washington, D.C., to visit the memorials that stand in their honor."

When Barb and other volunteers heard there was a last-minute need for more chaperones on the September 2019 flight, they were all in and are appreciative of the opportunity. While the event is free for veterans, chaperones must pay their own expenses for the day's event. "My dad was a WWII veteran," says Dale Ann Bohac. "It was nice to meet the people who fought in these wars, help them throughout the day, and thank them for their service, letting them know they are appreciated," she adds.

All in one day, the veterans attending the honor flight are given a welcome ceremony before boarding in La Crosse, are greeted with cheerleaders and a band upon arrival in D.C., spend the

day visiting memorials with their chaperone, and are fanfared once more at their return to La Crosse. "It was a very safe and well-organized event," says Kathleen Roskos, another volunteer chaperone. "They have everything covered to transport anyone, and they have medical professionals available during the whole event."

Volunteer chaperones on the trip are right there with their veterans all day, taking in the emotions and stories passed around. "The most emotional moment was when we were along the wall and my veteran found the name of one of his fellow soldiers who had died in Vietnam," recalls Barb.

Dale Ann shared a similar experience. "It put a lump in my throat to watch my Vietnam vet's reaction to finding the names of guys he had gotten to know."

Like Barb and Dale Ann, Kathleen shares that there is no other experience like being in D.C. with the veterans recalling memories and sharing stories. "You learn so much from talking and listening to the vets about their experience during the war and how they made it through," she shares.

While the event would not be possible without volunteers, it also would not be a Freedom Honor Flight without the veterans. Vietnam vets Chuck Buswell and Bill Foust were two of 90 veterans on last September's honor flight and were chaperoned for the day by Bill's son



Local volunteer chaperones and veterans stop for a group photo while visiting the U.S. Marine Corps Memorial.

Ryan. “I don’t think anyone could see as much pertaining to veterans and veterans’ memorials all in one day,” Chuck says. “It was encouraging to see some of the older veterans. We had a WWII veteran on our flight, and we all had a chance to talk with him. He was quite a fellow,” he recalls.



A veteran on the Honor Flight observes a memorial that stands in his honor.

“It was overwhelming to be with that many other veterans who had a common purpose and common goal when we were in Vietnam. Some were stationed the same time and place as I was,” Bill shares. “It was a fantastic experience, and I would like to thank all the volunteers, be that locally or at a distance.”

While priority is given to World War II, Korean War era, and Vietnam War veterans, a recent rule change allows Honor Flight eligibility to any veteran. Asked if he’d recommend the Honor Flight to other veterans, Chuck says, “Absolutely. Even those with medical conditions have nothing to worry about. There’s someone with medical knowledge around the whole time.”

“If a veteran is reluctant to go, I am encouraging them to go because it is an eye opener and heartwarming to be honored in the capacity that we were,” adds Bill.

Becoming a volunteer with the organization is also a great way for those to get involved who haven’t served in the



Freedom Honor Flight veterans are greeted with a band and cheerleaders when debarking the plane in Washington, D.C.

military, whether that’s as a chaperone, through donations, or helping with the ceremonies celebrating the veterans before and after the flight. “I would encourage anyone to take part in volunteering, for you will be rewarded in so many ways,” Kathleen concludes.—*Brandi Shramek, Member Relations Advisor*

MINI SPLIT SYSTEM HEAT PUMPS: The ductless heat pump alternative

You may have heard of a traditional air source heat pump (ASHP). When properly installed, an ASHP can deliver one-and-a-half to three times more heat energy to your home than the electricity it consumes, making it very efficient and economical to operate. A heat pump only consumes electricity to extract the air from outside your home and transfer it inside your home as either hot or cold air. It moves the heat rather than converts it from a fossil fuel.

Traditional heat pumps carry air through your home’s existing ductwork. No ductwork, no worries. The mini split heat pump is another type of heat pump system that doesn’t require ductwork. They are installed to heat and cool individual rooms or zones, using an outdoor unit and an indoor wall unit, connected by tubing that carries a refrigerant. The advantages of mini splits are their small size, the ability to zone the heating/cooling in your home, and flexibility in where they’re installed. Although they can be higher in cost than a traditional heat pump system, mini splits have become a popular option amongst some Jackson Electric members.

For James and Heather Schintgen, the efficiency of the mini split system was a major factor in the decision to install two mini split units. “We have an electric boiler as a backup, but it’s not efficient to run during early spring and late fall,” shares James.

Air source and mini split heat pumps work best for heating in above-freezing temperatures. This is what makes these units a great energy efficient option for heating during those chilly fall and spring days and evenings.

In addition, James likes the versatility of the mini split system. “We have an open floor plan with a unit installed on each end of the house,” he explains. “We can heat one side of the house without having to heat up the whole house.”

A dual-purpose unit, heat pumps also cool just like a central air conditioning unit, while operating more efficiently.

When Phillip Hazard designed his new honey production facility, he also had efficiency and flexibility in mind. Temperature control is important for honey production, and Phil has two different rooms where he needed cooling available. “I had thought about a wall air conditioning unit, but a mini split also provides heating,” shares Phil. “I can turn on the mini split in the fall before turning on my in-floor heat.”

If you’re in the market for a new or updated heating and cooling system, a heat pump may be your best value. When considering a heat pump purchase, contact a certified HVAC dealer so that the proper size can be installed to get the best performance and comfort.

Rebates may also be available from Jackson Electric. Go to www.jackelec.com or contact our office for rebate qualifications.



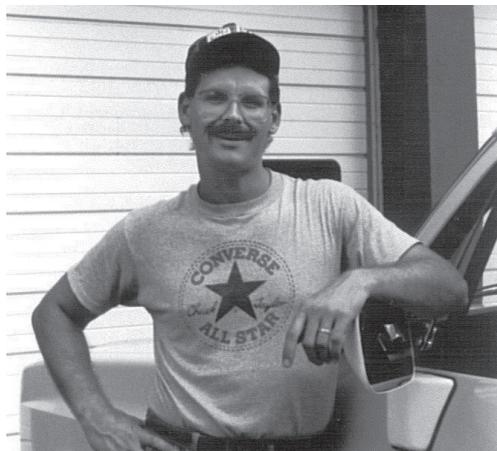
#KEEPING THE LIGHTS ON:

Longtime lineman retires from rewarding career

After over 41 years of service to Jackson Electric’s members, journey-level line worker Dan McKeivitt wore his hardhat and harness one last time on September 30, 2020, upon the commencement of his retirement.

Like many linemen, Dan has been employed at Jackson Electric since the beginning. He started out as a summer employee and came on board full-time in 1979. “While attending college, I worked here during the summer,” Dan shares. “When Mike Anderson, general manager, found out I had quit school and was working in the Twin Cities, he offered to hire me part-time to go to lineman school.”

Entering the electric line worker career path is not a decision to be taken lightly. Over the proceeding four years, Dan completed the line worker apprenticeship program and a nine-month electrical distribution course. Today’s line worker apprenticeship programs require 7,360 hours of on-the-job training and 640 hours of paid related instruction.



Dan McKeivitt started out as a summer employee and was hired full-time in 1979. After 41 years of service, Dan retired from Jackson Electric on September 30, 2020.



Once he started his line worker training, Dan knew he had found where he was meant to be. “I enjoyed being outside and working with the crew in a different location each day to serve our members,” says Dan. “I’m going to miss the family aspect of the cooperative, and the camaraderie I’ve built with my co-workers,” he adds.

without power in the People’s Energy Cooperative service territory in Minnesota. “Only the city of Rochester had power,” recalls Dan. “There were three to four inches of ice around the poles and ice on the lines as thick as a pop can. We worked there for a week straight.”

Dan has found his career choice rewarding and doesn’t regret the decision. “There’s never been a day where I haven’t enjoyed what I do,” Dan says. “There’s going to be long hours in this career, but the reward is knowing that you’ve kept the service reliable for members and restored their power in all kinds of weather conditions.”

Asked about his retirement plans, Dan shares that he and his wife, Jennifer, both enjoy camping and plan to go more. He’ll also be spending more time hunting, fishing, and golfing. “I want to thank the membership for being able to work for them,” concludes Dan.—*Brandi Shramek, Member Relations Advisor*

Over the years, Dan has witnessed several safety and technological changes to the industry. He also participated in several ROPE (restoration of power in an emergency) calls to provide mutual aid to other cooperatives, the most memorable being the Halloween Blizzard of 1991 that left thousands



Dan enjoyed providing electrical safety presentations for youth.

MY CO-OP



Load Management Notifications Available



Members can be notified by email, text, and/or phone call of a load management event. Please contact the office to request a load management enrollment form or go to www.jackelec.com to download a form. This form must be on file at Jackson Electric for you to receive notifications.



Energy Assistance is Available

If you are in need of energy assistance, please visit homeenergyplus.wi.gov to learn more about the Wisconsin Home Energy Assistance Program and income guidelines or contact your county’s Department of Health and Human Services.



ADD ENERGY EFFICIENCY TO YOUR SHOPPING LIST

Thanksgiving Day, Black Friday, Small Business Saturday, Christmas, and December 31 (the last day to submit your rebate reward forms to Jackson Electric) are all just around the corner. If you plan to shop for new appliances or lighting during this time, please keep energy efficiency and rebate qualifications in mind.

When out shopping, it can be tempting to pick the best bargain or gear towards the item with the lowest sticker price. However, it's also important to check the consumer guides for the

products you're interested in purchasing. Looking beyond the sticker price can help you save money over time through energy efficiency and rebates.

You're probably familiar with the EnergyGuide, the yellow label found on many appliances. This label tells you the consumer how much energy the appliance uses, its efficiency compared to the energy use of similar products, and the approximate operating costs.

If you're interested in receiving a rebate for your appliance purchase,

please note that you must also look for an Energy Star rated appliance. Most of these appliances will have the Energy Star logo printed on the EnergyGuide. The yellow EnergyGuide alone does not qualify you for a rebate.

When shopping for new LED light bulbs or fixtures, shop by lumens, not watts. Lumens measure how much light you receive from the bulb: the more lumens, the brighter the light. Like an EnergyGuide, the Lighting Facts label provides consumers with the lumens, energy cost, lifespan, and light appearance of the product. LED lightbulbs use 75 to 80% less energy than traditional bulbs (energy.gov). The purchase of these bulbs qualifies you for Jackson Electric's lighting reward rebate.

To find out if your energy efficient item qualifies for a Jackson Electric rebate, go to www.jackelec.com to download an application or contact our office.

Dual Fuel Load Management Receiver Test November 18

Load management receivers will be tested Wednesday, November 18, 5 to 10 p.m. Members who participate in the dual fuel program will experience an interruption in their electric heat during this period. Testing ensures equipment is working properly for the winter heating season.

Please make sure your backup heating system is operational before this date.

This system-wide test is administered by Dairyland Power. If you have questions or concerns, please contact Jackson Electric's office.

ENERGYGUIDE

U.S. Government Federal law prohibits removal of this label before consumer purchase.

Refrigerator-Freezer
 • Automatic Defrost
 • Side-Mounted Freezer
 • Through-the-Door Ice

XYZ Corporation
 Model ABC-L
 Capacity: 23 Cubic Feet

Estimated Yearly Operating Cost

\$67

Cost Range of Similar Models: \$57 - \$74

630 kWh
 Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, side-mounted freezer, and through-the-door ice.
- Estimated operating cost based on a 2007 national average electricity cost of 10.65 cents per kWh.
- For more information, visit www.ftc.gov/appliances.

ENERGY STAR

Callouts explain:

- Lists key features of the appliance you're looking at and the similar models that make up the cost range below.
- The maker, model, and size tell you exactly what product this label describes.
- What you might pay to run the appliance for a year, based on its electricity use and the national average cost of energy. The cost appears on labels for all models and brands, so you can compare energy use just like you would price or other features.
- The cost range helps you compare the energy use of different models by showing you the range of operating costs for models with similar features.
- An estimate of how much electricity the appliance uses in a year based on typical use. Multiply this by your local electricity rate on your utility bill to better judge what your actual operating cost might be.
- If you see the ENERGY STAR logo, it means the product is better for the environment because it uses less energy than standard models.



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Jerry Huber, Dairyland Power Representative
Daniel Smrekar, Kristi Hanson, Stanley Gran, Brian Huber, Jerry Wagner

Kevin Babcock, General Manager/CEO

Your Touchstone Energy® Partner